

Asian Quitline Report

01Oct2013 -- 31Oct2013

Total	
	CA
Total	103

Language Line Called :

	CA	%
Vietnamese	38	36.9 %
Cantonese	12	11.7 %
Korean	33	32.0 %
Mandarin	20	19.4 %
Total	103	100%

Called For :

	CA	%
Smoker	102	99.0 %
Proxy	1	1.0 %
Total	103	100%

Age :

	CA	%
18-24	2	1.9 %
25-44	18	17.5 %
44-65	61	59.2 %
65+	22	21.4 %
Total	103	100%

Gender :

	CA	%
Male	90	87.4 %
Female	12	11.7 %
Do not know	1	1.0 %
Total	103	100%

Education :

	CA	%
Never attended	2	1.9 %
Grades 1-8	12	11.7 %
Grades 9-12	13	12.6 %
High School Diploma	27	26.2 %
Some College or	16	15.5 %
2-yr College Degree	4	3.9 %
4-yr College Degree	25	24.3 %
Postgraduate Degree	1	1.0 %
Do not know	3	2.9 %
Total	103	100%

Hear about from:

	CA	%
Other	3	2.9 %
Friend/Family	19	18.4 %
Pharmacy	2	1.9 %
Radio	4	3.9 %
Hospital	3	2.9 %
HMO/Med/Insurance	5	4.9 %
Clinic/Doctor's Office	10	9.7 %
Phone Book	2	1.9 %
Non-Profit	2	1.9 %
Web/Internet/Online	2	1.9 %
TV	9	8.7 %
Newspaper/Magazine	42	40.8 %
Total	103	100%

Total calling for themselves:

Service Selected		
	CA	%
Material	19	18.6 %
Counseling	83	81.4 %
Total	102	100%

Sent NRT :

	CA	%
Not Sent NRT	11	10.7 %
Sent NRT	92	89.3 %
Total	103	100%

Calls by Date :

	CA	%
10/01/2013	4	3.9 %
10/02/2013	4	3.9 %
10/03/2013	5	4.9 %
10/04/2013	3	2.9 %
10/05/2013		
10/06/2013		
10/07/2013	4	3.9 %
10/08/2013	3	2.9 %
10/09/2013	5	4.9 %
10/10/2013	7	6.8 %
10/11/2013	3	2.9 %
10/12/2013		
10/13/2013		
10/14/2013	2	1.9 %
10/15/2013	4	3.9 %
10/16/2013	6	5.8 %
10/17/2013	7	6.8 %
10/18/2013	1	1.0 %
10/19/2013		
10/20/2013		
10/21/2013	1	1.0 %
10/22/2013	5	4.9 %
10/23/2013	5	4.9 %
10/24/2013	5	4.9 %
10/25/2013	1	1.0 %
10/26/2013		
10/27/2013		
10/28/2013	6	5.8 %
10/29/2013	6	5.8 %
10/30/2013	12	11.7 %
10/31/2013	4	3.9 %
Total	103	100%

Asian Quitline Report

26Sep2012 -- 31Oct2013

Cumulative Total	
	CA
Cumulative Total	1536

Language Line Called :

	CA	%
Mandarin	326	21.2 %
Vietnamese	501	32.6 %
Cantonese	90	5.9 %
Korean	619	40.3 %
Total	1536	100%

Called For :

	CA	%
Proxy	69	4.5 %
Smoker	1466	95.4 %
Do not Know	1	0.1 %
Total	1536	100%

Age:

	CA	%
<18	1	0.1 %
18-24	27	1.8 %
25-44	319	20.8 %
44-65	892	58.1 %
65+	267	17.4 %
Unknown	30	2.0 %
Total	1536	100%

Gender :

	CA	%
Male	1276	83.1 %
Female	255	16.6 %
Do not know	5	0.3 %
Total	1536	100%

Education :

	CA	%
Never attended	14	0.9 %
Grades 1-8	128	8.3 %
Grades 9-12	157	10.2 %
GED	2	0.1 %
High School Diploma	430	28.0 %
Some College or	203	13.2 %
2-yr College Degree	79	5.1 %
4-yr College Degree	432	28.1 %
Postgraduate Degree	63	4.1 %
Do not know	27	1.8 %
Total	1535	100%

Hear about from:

	CA	%
Other	39	2.5 %
Friend/Family	334	21.7 %
Pharmacy	7	0.5 %
Hospital	35	2.3 %
Phone Book	11	0.7 %
Dentist/Dental	2	0.1 %
Clinic/Doctor's Office	76	4.9 %
Radio	42	2.7 %
HMO/Med/Insurance	9	0.6 %
School	2	0.1 %
Non-Profit	16	1.0 %
Web/Internet/Online	59	3.8 %
Do not Know	5	0.3 %
Billboard/Bus Sign	3	0.2 %
TV	114	7.4 %
Newspaper/Magazine	782	50.9 %
Total	1536	100%

Total calling for themselves:

Service Selected		
	CA	%
UnKnown	1	0.1 %
No Service	7	0.5 %
Material	175	11.9 %
Counseling	1283	87.5 %
Total	1466	100%

Sent NRT :

	CA	%
Not Sent NRT	150	9.8 %
Sent NRT	1386	90.2 %
Total	1536	100%